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(54) **TECHNIQUE FOR EFFECTIVE NAVIGATION
BASED ON USER PREFERENCES**

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See application file for complete search history.

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(57)

ABSTRACT

In a navigation device, user profiles may be stored and used to
navigate a user who may be driving in a vehicle, on foot, or in
another mode of transportation. Each user profile corre-
sponds to one of the user's personae. In one embodiment the
user business profile corresponds to the user's business per-
sona, which is different from the user personal profile corre-
sponding to the user's personal persona. The navigation
device provides the user with a navigated route, together with
information concerning the favorite facilities and events sur-
rounding the navigated route, which satisfy the preferences in
a selected user profile. In some embodiments, blockages may
be established using the device to avoid selected areas, e.g.,
high crime areas, in the navigated route, or to block transmis-
sion of selected information concerning, e.g., uninteresting
facilities and events, to the navigation device.

21 Claims, 8 Drawing Sheets

